

## **Auburn Endurance Capital Committee Meeting Minutes**

Date: Sept. 11, 2012

Time: 10:00 a.m.

Location: City Hall

Present: Cynci Calvin, Lisa Kodl, Bob A. Miller, Steve Holden, Colleen Conley, Harvey Roper  
Guests - Jim Northey, Jan Decker, Bob Richardson, Mary Ann Flemmer

### **Minutes:**

- Minutes from August 28, 2012 meeting approved.

**Public Comment:** none

### **Facebook Page**

- Lisa added as an administrator
- Event promotion guidelines: same as website (impact on Auburn area)
- <http://www.facebook.com/AuburnEnduranceCapital>
- Committee members are encouraged to make posts.

### **AECW Website**

- Be sure to send Melissa information about upcoming events, activities
- Photos: will see about setting up a photo album off-site for now
  - Send Melissa photos – always need fresh photos.
  - As site grows, will set up on-site photo album
  - Jim Northey will send Endurance Event Van photos
- Steve Holden reports that website is in need of rebuild.
  - Uses an earlier version of Wordpress that does not get updates
  - Bob Miller to check with his website company about what they can do and cost.

### **Endurance Capital “Auburn Style” Postcards for Visitors Center**

- Cynci says cost will be approximately \$100 per 1,000 full color front/bw back 8.5 x 5.5 postcards; suggested 4 styles
- Discussion resulted in the following motion made by Harvey, seconded by Colleen and unanimously passed: Have five versions printed. Use Parallel Parking, Bubble Bath, Group Therapy, Over the Hill, Cold Feet.
- Bob Richardson OK’ed ordering 2,000 of each.
- Cynci will reword text on backside of postcard and email for approval.

### **Placer County Visitors Center and WSE Run and Tevis Ride Perpetual Trophies**

- Jan Decker reported that contact for 2013 was renewed by the Placer Co. Board of Supervisors.
- Harvey met with WSER directors Craig Thornley and Greg Soderlund.
  - Looking for a custom cabinet builder; Kerry at Auburn Running Co. was suggested.
  - Case will hold Wendell T. Robie perpetual trophy, Cougar trophy, Tim Twietmeyer’s buckle collection and the winning runners’ shoes from each year.
- Harvey to meet with Kathy Perry of the Tevis Cup

- North Tahoe Exhibit could impact space allowed.
- Jan is beginning work on the next Visitor Guide
  - Would like it to have an Endurance theme
  - Will contact Cynici for material.

### **Event News**

- ARD Scramble: Sept. 29
- Royal Gorge Mountain Bike Race: Sept. 30
- Auburn Industry 2012 Expo at the Auburn Airport (Oct. 12; 8 am to 2 pm) for AECW to have a table.
- Oktoberfest Fund Run (WSTF) Oct. 14 sponsored by Tevis Cup Board
- 2013
  - Amgen Tour of California stage on March 31, 2013: no news yet.
  - Jim Northey's "Mountain Man" Triathlon (horse ride, run, mtn. bike) is back on for Sept. 13, 2013. We think it should be called "Lotta Legs."

### **AECW Committee Composition**

- We're set as is until 2014, unless a member drops out.
- Harvey will send us Amy Lind's info.

### **Other Business**

Crystal Costa fund raising info:

[http://www.youcaring.com/search\\_result?fundraiser=crystal+costa](http://www.youcaring.com/search_result?fundraiser=crystal+costa) and  
[CrystalCostaFoundation@gmail.com](mailto:CrystalCostaFoundation@gmail.com)

**Meeting adjourned at 11:15 a.m.**

**Next Meeting:** Tuesday, Oct. 2, 2012, 10 a.m., Auburn City Hall